



POWER OF TV

There's a reason Twitter, Google, Apple and other digital companies have increased their TV spend - they know it works.

Download the [POWER OF TV](#) presentation for a summary of why - and how - TV advertising is so effective.

CUTS TO TV = LOSS OF SALES

Recent [TiVO Research](#) has shown that CPG companies stand to lose up to \$3 in sales for every \$1 cut out of a TV ad spend.

This finding supports the TV EFFECTIVENESS research that thinktv presented at FFWD Ad Week; MarketShare found that at similar spend levels, television drove a KPI lift up to 7x paid search and 3x online. Download the full presentation [here](#).



SURVEY SAYS... TV IS TOP

Television still rules, according to our latest omniVu survey:

Canadians consider TV to be the most engaging, influential and persuasive form of advertising

Millennials turn to TV first: Over 50% say TV is their primary source for television content compared to only 30% who say Netflix

Twice as many Canadians pick television as their primary source for News compared to the Internet

[Click here](#) for more details.

IN CASE YOU MISSED IT...

TIME TO RE-BALANCE THE MEDIA SCALE

TV is still bigger than all other media in terms of audience time

SOCIAL MEDIA IS OVER-RATED

"Facebook, Twitter and Instagram massively over-rated by marketers" says Prof. Mark Ritson

DIGITAL IS LOSING ITS SEX APPEAL

... to TV Advertising

DIGITAL PLANS CAN'T ACHIEVE TV-LIKE REACH

"Thinking of going all-digital? Answer these 10 Q's first"

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